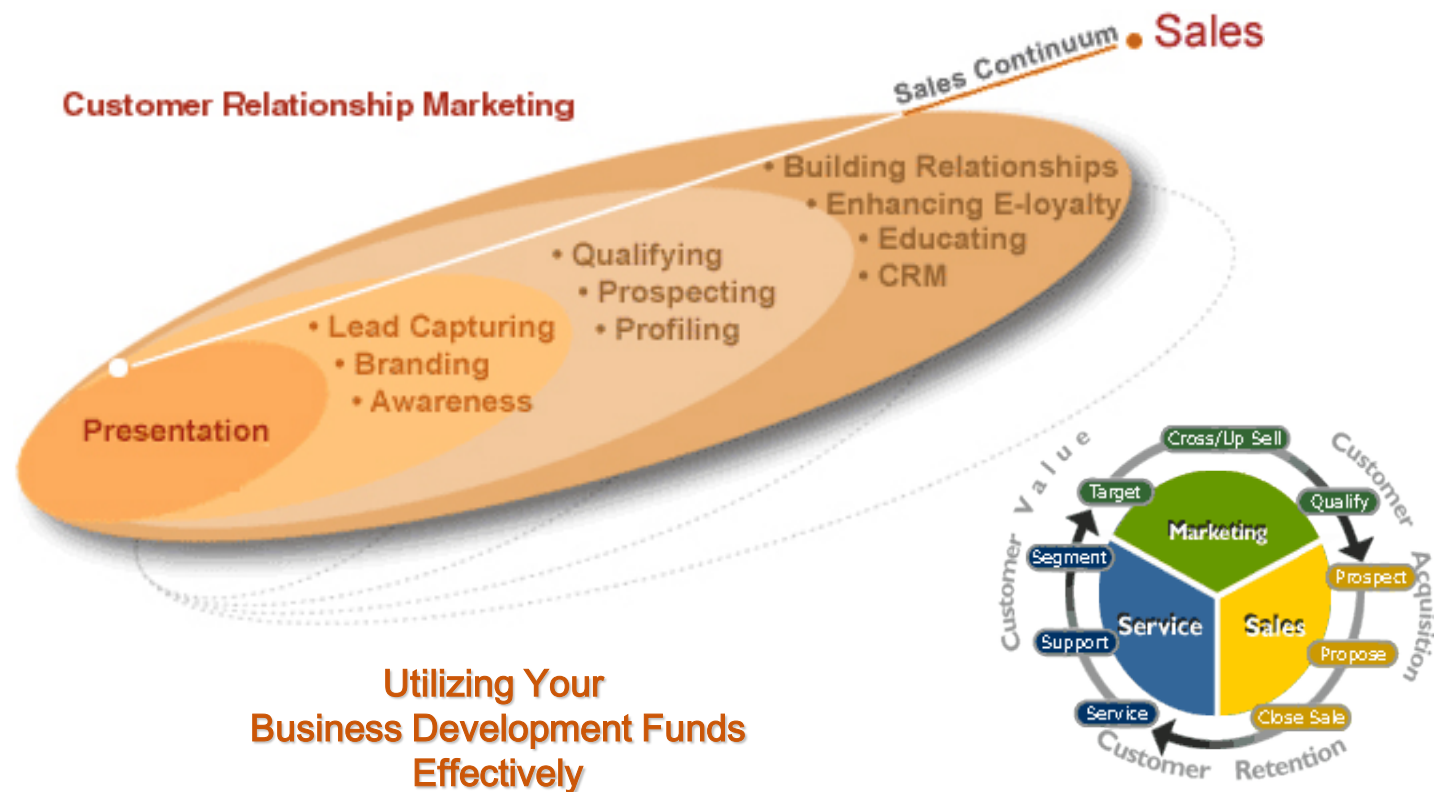
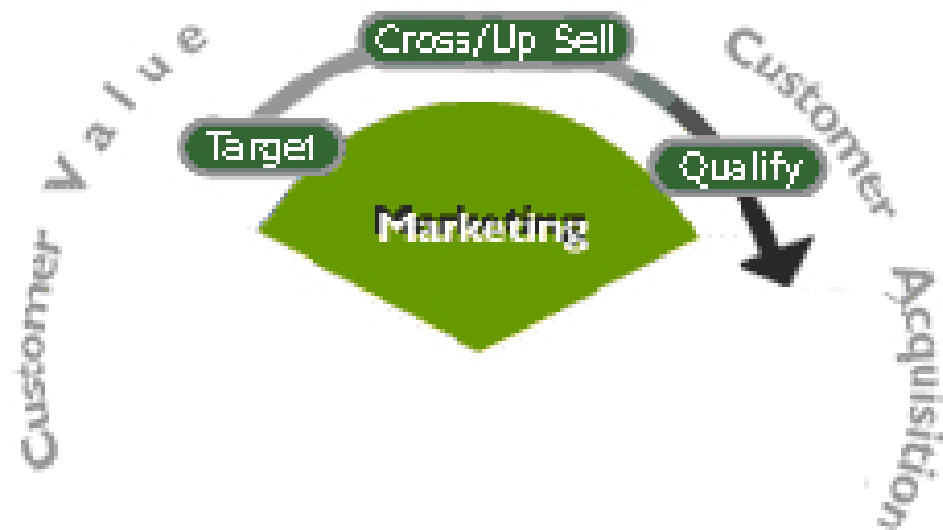


Customer Relationship Marketing



Marketing



- ✓ **Target New Business**
- ✓ **Identify Cross-Sell Opportunities**
- ✓ **Lead Capturing and Qualifying**
- ✓ **Branding – Name and Product**
- ✓ **Awareness - Company**

Using Technology for Results

✓ Customer Relationship Marketing

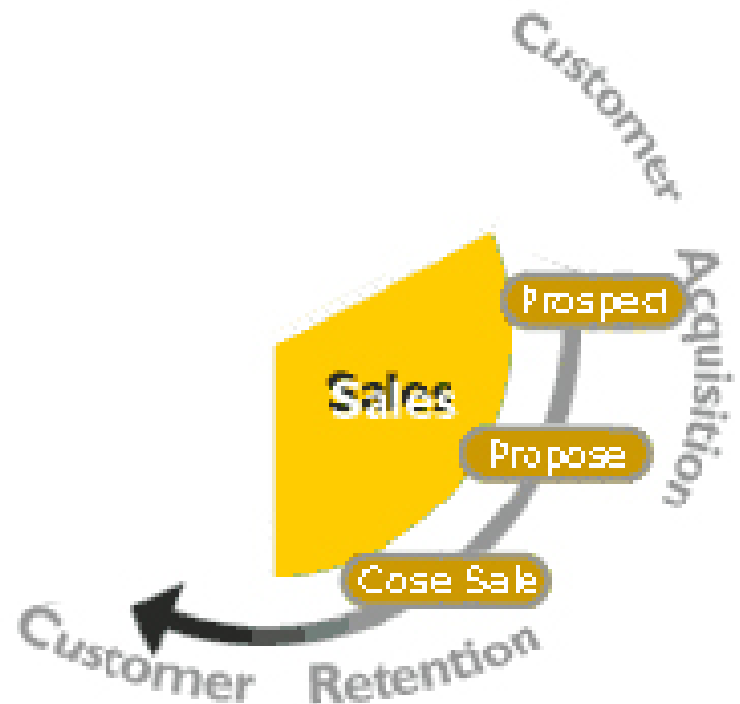
- Increase more opportunities systematically.
- Maintain and improve current relationships.

✓ Systematically 'touch' all potential decision makers / influencers

- End-users to initiate purchase.
- Strategic vendors to initiate relationship sales.
- Value Added Retailers and Consultants to advise product and process.

Prospecting Objectives

- ✓ **Develop Prospects.**
- ✓ **Follow-up Proposals with notification from vendor.**
- ✓ **After sale closed, initiate Customer Relationship Management contact.**



Result of Relationship Marketing

✓ **‘First to Market’ – Top of Mind Awareness**

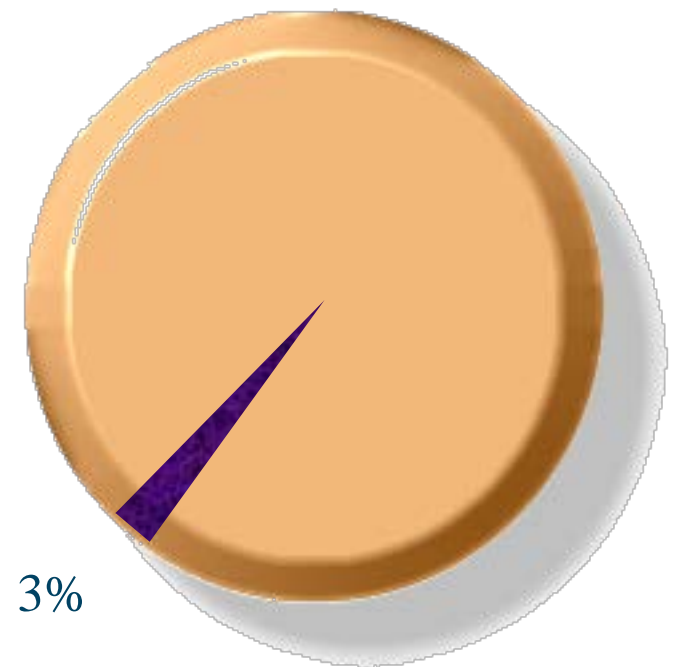
- The customer will ignore communications until a need is perceived or introduced.
- Consistent customer contact maintains a ‘First to Market’ when they decide to act.
- The customer has a positive ‘Impression’ of the size and quality of the company from receiving consistent of communication.

✓ **‘Warm’ Contact**

- Customer is seeking activity and ready to buy.
- Closes limited to value proposition of product and Implementation Team.

Response Objectives

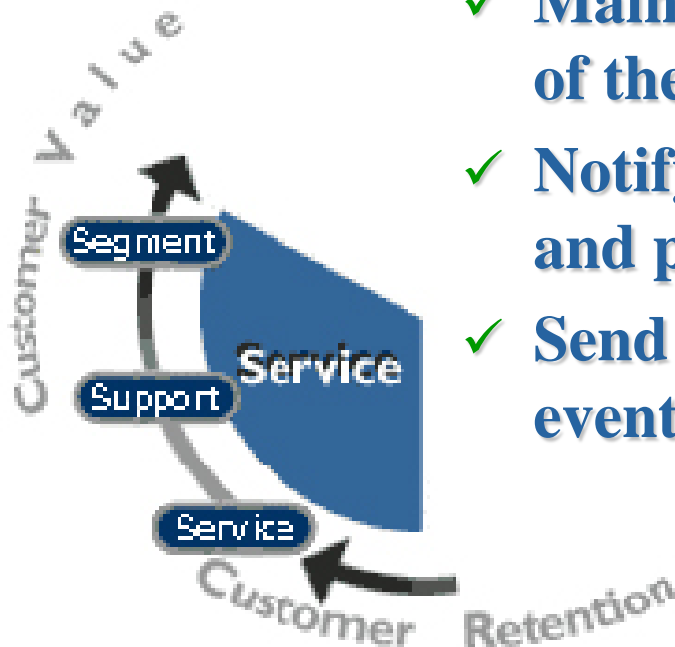
- ✓ Implement the processes generating prospect inbound calls to an average of 3% per marketing contact by the second month of operation*.
- ✓ Maintain consistent contact until the proposal is closed.
- ✓ Initiate Customer Relationship Management contact.



***Actual marketing results of 11.2% response for four accumulative contacts of 229,215 letters and emails.**

Maintaining Relationships

- ✓ Solicit service and support contact continuously.
- ✓ Maintain contact throughout the life of the customer.
- ✓ Notify customer of additional services and product improvements.
- ✓ Send periodic mailings of company events and milestones.



Relationship Marketing Tools

- ✓ **Internet**
- ✓ **Email**
- ✓ **Trade Shows**
- ✓ **Direct Mail**
- ✓ **Seminars**
- ✓ **Telemarketing**
- ✓ **Print Media**
- ✓ **News Groups**
- ✓ **Memberships**
- ✓ **Vertical Markets**
- ✓ **Rewards**
- ✓ **Promotions**

Relationship Marketing Schedule

✓ Ramp-Up Schedule

- Forty-five day ramp-up of your business rules, your database customer identification, product education, and system installation.
- Five months of transitioning from telemarketing penetration of 1% to obtaining Sales Automation penetration 3% average.
- Ongoing blend of Outbound and Inbound marketing

Ramp Up

Outbound Marketing

Blending of Outbound and Inbound

May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr

“Brand Name” Marketing

Sales - \$\$\$

Top of Mind Awareness Path

- ☑ Consistent Website contact
- ☑ Consistent “Vendor” contact
- ☑ Consistent “High Ratio Hits” contact
- ☑ Consistent Follow-up of responses
- ☑ Consistent Multiple “Mass Mail” Contacts
- ☑ Consistent Telemarketing Contacts